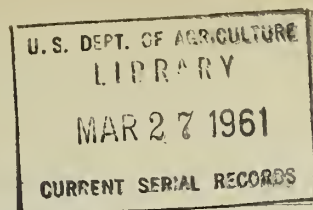


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AVAILABILITY OF

SELECTED FRUITS AND JUICES in retail food stores

AUGUST 1960

CPFJ- 108

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report summarizes information on availability of fresh citrus fruits and certain chilled and frozen juices and ades in retail food stores in the United States during August 1960 and 1959. Availability of fresh citrus fruit is expressed both as percentage of all food stores and of those customarily handling some fresh fruits. For frozen juices, availability is expressed both as percentage of all food stores and of those equipped with freezer cabinets.

Preceding reports in this series, issued periodically since October 1948, have presented similar information. Because of changes in sample composition and data specifications, however, data contained in this report may be classified differently and may vary slightly from those contained in reports issued prior to February 1959.

Data in this report are based on a representative sample of approximately 1,700 retail food stores in the five regions indicated in figure 1. By regions, the sample of stores audited was designed to yield 401 stores in the Northeast, including 159 in the New York metropolitan area; 387 in the North Central region, including 124 in the Chicago metropolitan area; 235 stores in the South; 243 stores in the Mountain-Southwest; and 407 in the Pacific region, including 138 in the Los Angeles metropolitan area.

Beginning with the 1959-60 season, the Florida Citrus Commission, with help from the California Prune Advisory Board defrays the entire contract cost of obtaining the data appearing in this series of reports. In the preceding 10 years, the Department cooperated with fruit industry groups in paying these costs.

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

December 1960

THIS IS THE FINAL REPORT ON
RETAIL AVAILABILITY

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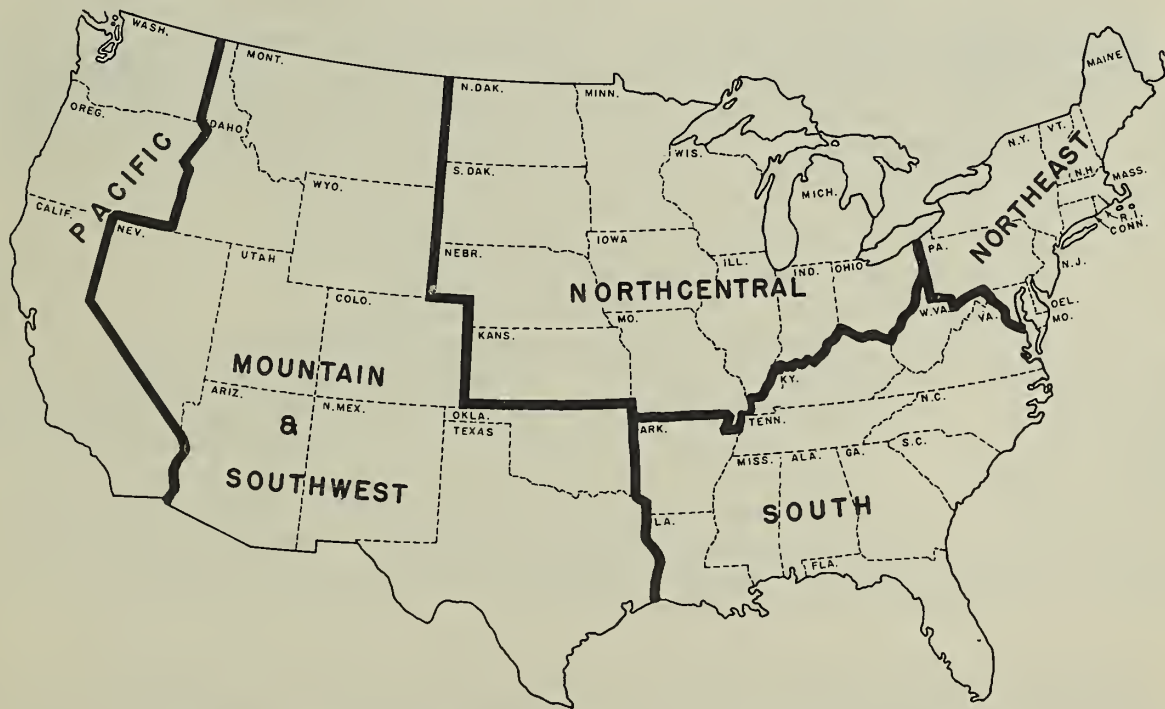
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Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



X AVAILABILITY OF SELECTED FRUITS AND JUICES
IN RETAIL FOOD STORES,
AUGUST 1960X
"

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SUMMARY

Frozen concentrated orange juice was available for purchase in three-fourths of the Nation's grocery stores in August 1960. The stores displaying the product were those in which 92 percent of all grocery sales were made. California oranges were found in about two-thirds of stores, representing an exposure to 87 percent of the grocery volume. Chilled orange juice and fresh grapefruit were available in somewhat less than half of the food outlets, but the stores displaying these items accounted for about three-fourths of the grocery volume. About a fourth of the Nation's food stores had frozen concentrated limeade available in August.

The availability of reported citrus products was about the same in August 1960 as a year earlier, but fresh oranges were available in a smaller proportion of outlets.

Final report: Statistics used to compile this report will not be available to Agricultural Marketing Service after August 1960. This report concludes the series, Availability of Selected Fruits and Juices in Retail Food Stores. The related series, Consumer Purchases of Selected Fruits and Juices, will continue to be published on a monthly and annual basis.

FROZEN AND CHILLED JUICES

FROZEN ORANGE
CONCENTRATE
EXPOSED TO 92
PERCENT OF RETAIL
GROCERY TRADE

Frozen concentrated orange juice was available for purchase by consumers in August 1960 in more than 90 percent of the Nation's food stores that had freezer cabinets in which to display the product. This proportion represented about three-fourths of all grocery outlets, irrespective of the fact that some did not have facilities for merchandising the product. In terms of exposure to potential consumers, frozen orange concentrate was stocked by stores that accounted for 92 percent of all grocery sales.

Nearly all food stores having an annual sales volume of \$100,000 or more and nearly all chain stores had frozen orange concentrate on display. About two-thirds of small stores made the product available to consumers.

Frozen concentrated orange juice was least available in the South, but even in that area the product was exposed to consumers who accounted for 88 percent of grocery purchases. In other regions, the exposure varied between 90 and 98 percent of the grocery volume.

Availability of frozen orange concentrate was about the same in August 1960 as a year earlier. In contrast, in August 1950 about 38 percent of stores and in August 1955, 59 percent of them stocked the product. (See table 2.)

CHILLED ORANGE JUICE MAKES SOME GAIN IN EXPOSURE	Chilled orange juice was available for purchase in 46 percent of the Nation's food stores in both August 1959 and 1960. Stores stocking the product in August 1960 accounted for nearly three-fourths of all grocery sales. This was some increase in exposure over a year earlier, reflecting a gain in availability in stores having an annual sales volume of \$500,000 or more. Exposure in smaller stores, however, was down.
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About 56 percent of stores in the Northeast and 70 percent of those in the Pacific Coast States had chilled orange juice on display in August. The outlets carrying the product represented somewhat more than 80 percent of the grocery volume in each of those areas. In the Mountain-Southwestern, North Central, and Southern regions, chilled orange juice was found in stores that accounted for 58 to 71 percent of grocery sales.

For comparison, about 39 percent of all stores stocked chilled orange juice in August 1957, the first year that availability statistics were obtained for the product. About 44 percent of food outlets displayed the juice in August 1958. (See table 3.)

FROZEN LIMEADE HOLDS STEADY	Frozen concentrated limeade was found in 25 percent of all food stores and in 31 percent of those having freezer cabinets in August 1960. Both proportions were about the same as a year earlier. Stores stocking the product represented a little more than half the annual retail grocery volume. Availability varied directly with size of store, with the proportion ranging from 17 percent of small outlets to 73 percent of large stores.
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Frozen limeade was most widely distributed in the Mountain-Southwestern and Pacific Coast States, where it was found in about 30 percent of stores, representing about 60 percent of the grocery volume in each area. In other regions, it was stocked by 18 to 25 percent of stores, for an exposure to about one-half of the grocery trade.

About 31 percent of stores having freezer cabinets stocked frozen limeade, compared with 29 percent in August 1959. In August 1955, 19 percent of all stores, or 28 percent of those having freezer cabinets, displayed the product. (See table 4.)

FRESH ORANGES AND GRAPEFRUIT

CALIFORNIA
ORANGES HAVE
87 PERCENT
EXPOSURE

Nearly two-thirds of all grocery stores representing 87 percent of grocery sales stocked California oranges in August 1960. These proportions were well below those of a year earlier. About 51 percent of small stores and 82 percent or more of the larger ones carried the fruit. These included 59 percent of independent groceries, 89 percent of regional chain and 97 percent of national chain outlets.

California oranges were found in 80 percent or more of grocery outlets in the North Central, Mountain-Southwestern, and Pacific regions as compared with 58 percent of the stores in the Northeast and 30 percent of those in the South. This amounted to an exposure in stores representing about two-thirds of the total grocery volume in the South and to not less than 89 percent of the volume elsewhere.

About three-fourths of stores that customarily handle fresh fruit had California oranges on display in August. These stores accounted for 90 percent of the volume done by this type of outlet. The proportions were down from a year earlier, with declines reported for independent and regional chain stores.

In August 1950, 63 percent of grocery stores had California oranges available, and another 8 percent stocked oranges from other producing areas. By August 1955, some oranges (data were not available by State of origin) were found in 74 percent of the Nation's grocery stores. (See table 5.)

CALIFORNIA
GRAPEFRUIT
HAVE EXPOSURE
OF 75 PERCENT

About 45 percent of all grocery stores, or 56 percent of those that ordinarily carry fresh fruit, had California grapefruit for sale to customers in August 1960. The stores displaying grapefruit accounted for about three-fourths of grocery sales. Comparable data are not available for earlier years. The proportion stocking varied directly with the size of store, ranging from a third of the smallest to 82 percent of the largest outlets. About three-fourths of chain stores displayed grapefruit, compared with 42 percent of independent groceries.

The proportion of stores that displayed grapefruit ranged from about one-third of those in the South to three-fourths of Pacific Coast stores. This resulted in an exposure of 59 to 94 percent of the retail grocery volume. (See table 6.)

Table 1.--SUMMARY: Percentage of retail food stores having selected fruits and juices available, and percentage of annual sales volume represented by stores stocking, August 1960 and 1959

Commodity	Stores stocking		Sales volume represented	
	August 1960	August 1959	August 1960	August 1959
	Pct. of stores	Pct. of stores	Pct. of volume	Pct. of volume
Frozen concentrated orange juice	72	77	92	95
Chilled orange juice	46	46	73	69
Frozen concentrated limeade	25	24	52	55
Fresh California, Texas, and Arizona oranges	62	78	87	94
Fresh California, Texas, and Arizona grapefruit	45	<u>1/</u>	72	<u>1/</u>

1/ Data not available for August 1959.

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Availability in retail food stores, and percentage of annual sales volume represented by stores stocking, August 1960 and 1959

Store size, management and location	All stores		Stores with freezer cabinets	
	:		:	
	:		:	
	Stores stocking	Sales volume : represented	Stores stocking	Sales volume : represented
	August : 1959	August : 1960 : 1959	August : 1960 : 1959	August : 1960 : 1959
	Pct. of stores	Pct. of volume	Pct. of stores	Pct. of volume
All retail food stores	72	92	91	96
Annual sales volume:				
Under \$100,000	62	68	88	88
\$100,000-\$299,999	94	96	95	95
\$300,000-\$499,999	96	97	97	98
\$500,000-\$999,999	96	98	97	97
\$1,000,000 and over	97	100	97	97
Management:				
National chains	97	96	97	97
Regional chains ^{1/}	96	96	97	97
Independent groceries	69	89	90	95
Region:				
Northeast	77	87	94	96
North Central	81	85	90	93
South	50	55	86	97
Mountain-Southwest	76	74	95	99
Pacific	92	91	96	99

^{1/} Four or more units under same ownership; excludes voluntary chains.

Table 3.--CHILLED ORANGE JUICE: Availability in retail food stores, and percentage of annual sales volume represented by stores stocking, August 1960 and 1959

Store size, management and location	A l l s t o r e s					
	Stores stocking			Sales volume represented		
	August 1960	August 1959	August 1960	August 1959	August 1960	August 1959
All retail food stores	Pct. of stores	Pct. of stores	Pct. of volume	Pct. of volume	Pct. of volume	Pct. of volume
	46	46	73	69		
Annual sales volume:						
Under \$100,000	36	37	41	42		
\$100,000-\$299,999	62	63	61	63		
\$300,000-\$499,999	68	76	72	78		
\$500,000-\$999,999	76	66	75	66		
\$1,000,000 and over	87	79	87	80		
Management:						
National chains	68	62	73	67		
Regional chains ¹ / _{Independent groceries}	74	73	85	81		
	43	44	65	62		
Region:						
Northeast	56	61	85	82		
North Central	42	38	63	51		
South	35	37	71	78		
Mountain-Southwest	37	36	58	54		
Pacific	70	69	82	79		

¹/Four or more units under same ownership; excludes voluntary chains.

Table 4.--FROZEN CONCENTRATED LIMEADE: Availability in retail food stores, and percentage of annual sales volume represented by stores stocking, August 1960 and 1959

Store size, management and location	All stores		Stores with freezer cabinets					
	:		:					
	:		:					
	:		:					
	:		:					
	Stores stocking :	Sales volume :	Stores stocking :	Sales volume :				
	August : August :	August : August :	August : August :	August : August :				
	1960 : 1959 :	1960 : 1959 :	1960 : 1959 :	1960 : 1959 :				
	Pct. of stores	Pct. of volume	Pct. of stores	Pct. of volume				
All retail food stores	25	24	52	55	31	29	54	57
Annual sales volume:								
Under \$100,000	17	15	18	19	25	20	23	23
\$100,000-\$299,999	29	34	29	34	30	35	30	35
\$300,000-\$499,999	51	53	53	52	52	53	53	53
\$500,000-\$999,999	53	67	53	67	54	67	54	67
\$1,000,000 and over	73	72	73	73	73	72	73	73
Management:								
National chains	67	62	70	66	67	62	71	66
Regional chains 1/	50	53	66	65	50	53	67	65
Independent groceries	22	21	38	46	28	26	41	49
Region:								
Northeast	18	20	49	51	22	22	50	52
North Central	28	33	50	55	31	36	51	56
South	25	17	51	57	42	27	56	63
Mountain-Southwest	29	26	63	58	36	32	65	60
Pacific	30	29	58	61	32	30	58	62

^{1/} Four or more units under same ownership; excludes voluntary chains.

Table 6.--FRESH CALIFORNIA, TEXAS AND ARIZONA GRAPEFRUIT: Availability in retail food stores, and percentage of annual sales volume represented by stores stocking, August 1960

Store size, management and location	All stores		Stores stocking some fresh fruit	
	Stores stocking: August 1960		Stores stocking: August 1960	
	Pct. of stores	Pct. of volume	Pct. of stores	Pct. of volume
All retail food stores	45	72	56	75
Annual sales volume:				
Under \$100,000	34	38	46	47
\$100,000-\$299,999	63	64	66	67
\$300,000-\$499,999	78	75	81	79
\$500,000-\$999,999	80	80	81	81
\$1,000,000 and over	82	82	83	82
Management:				
National chains	83	84	84	84
Regional chains ^{1/}	72	78	73	79
Independent groceries	42	65	53	70
Region:				
Northeast	42	68	58	72
North Central	52	70	58	72
South	31	59	44	63
Mountain-Southwest	44	83	52	84
Pacific	77	94	82	95

^{1/} Four or more units under same ownership; excludes voluntary chains.